

Message Text

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ACTION FSI-01

INFO OCT-01 ARA-10 ISO-00 EB-05 COME-00 PER-05 /022 W

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R 051416Z SEP 74

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 4641

UNCLAS BOGOTA 7900

EO 11652: NA

TAGS: OCOM

SUBJ: FSI: COMMERCIAL LOCALS U. S. TRAINING PROGRAM

REF: STATE 187748

1. EMBASSY NOMINATES FOLLOWING FSL AS CANDIDATE FOR
TRAINING PROGRAM:

A. NAME: LUIS F. ROCA

B. DATE AND PLACE OF BIRTH: JULY 18, 1933, BOGOTA,
COLOMBIA

C. FLUENCY IN ENGLISH: VERY GOOD

D. LENGTH OF SERVICE WITH USG: TWO YEARS EIGHT MONTHS WITH
EMBASSY BOGOTA. TWO YEARS ACTIVE DUTY WITH U. S. ARMY.

E. BACKGROUND IN COMMERCIAL WORK: TWO WEEK ON-THE-JOB
TRAINING AT US SOLO EXHIBITION CARACAS (OCT 1972); ONE
WEEK SEMINAR FOR FSL'S, BOGOTA (NOV 1972); ASSISTANT
COORDINATOR, U. S. PAVILION, TENTH INTERNATIONAL FAIR OF
BOGOTA (JULY 1974) V EDITOR OF EMBASSY'S COMMERCIAL NEWSLETTER;
SUPPORT FOR TRADE MISSIONS; ASSISTANCE TO VISITING U. S. AND
COLOMBIAN BUSINESSMEN.

F. INDUSTRIES OF PARTICULAR INTEREST: TELECOMMUNICATIONS;
AUTOMOBILE; PETROLEUM AND PETROCHEMICAL; FABRICATED METAL
PRODUCTS AND MACHINERY; STEEL; ELECTRIC POWER; BASIC
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CHEMICAL.

G. JUSTIFICATION: MR. ROCA IS THE EMBASSY'S SENIOR ECONOMIC/COMMERCIAL FSL. HE DEVOTES ABOUT 95 PERCENT OF HIS TIME TO COMMERCIAL WORK, WITH A WIDE RANGE OF RESPONSIBILITIES INCLUDING REPORTING (SEE BOGOTA A-129 ON THE TELECOMMUNICATIONS INDUSTRY), FAIRS, TRADE MISSIONS AND ASSISTANCE TO VISITING BUSINESSMEN. HIS FLUENCY IN ENGLISH AND EXPERIENCE IN THE U. S. (AS AN IMMIGRANT FROM 1951 TO 1963 AND 1969 TO 1972) COUPLED WITH HIS KNOWLEDGE OF MARKETING PRACTICES IN COLOMBIA HAVE MADE HIM INVALUABLE IN ASSISTING VISITING U.S. BUSINESSMEN.

MR. ROCA HAS REACHED THE POINT IN HIS CARRER WHERE SENIOR LEVEL TRAINING WOULD BE OF CONSIDERABLE BENEFIT IN FURTHER DEVELOPING HIS ABILITY TO PROMOTE US COMMERCIAL OBJECTIVES IN COLOMBIA. EXPOSURE TO THE LATEST DEVELOPMENTS IN THE INDUSTRIAL SECTORS IN WHICH HE HAS INDICATED INTEREST WILL PROVIDE HIM WITH AN EXCELLENT FOUNDATION FOR PURSUING MAJOR PROJECTS AND FOR GUIDING COLOMBIAN BUSINESSMEN TO U. S. SOURCES OF EQUIPMENT AND TECHNOLOGY. A RELATIVELY YOUNG MAN, MR. ROCA HAS THE POTENTIAL FOR MANY MORE YEARS OF PRODUCTIVE SERVICE TO THE U. S. GOVERNMENT.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BOGOTA07900
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740247-0164
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740974/aaaackgc.tel
Line Count: 82
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION FSI
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 187748
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 05 APR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 APR 2002 by maustmc>; APPROVED <28 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FSI: COMMERCIAL LOCALS U. S. TRAINING PROGRAM
TAGS: OCON, CO, (ROCA, LUIS F)
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005